Philip Morris 1994 Romance Mailing #5 PRODUCTION SCHEDULE		
REVISED: *9/14/94 9:45*		
	DATE	**DAY**
Agency receives final Contest Rules from Client	26-Aug	Fri
3rd round of Premium retouched art to Client	26-Aug	Fri
Client approval of retouched Premium shot	26-Aug	Fri
Second round of Glamour shot separations to Client	26-Aug	Fri
Client comments on second round of Glamour shot separations	26-Aug	Fri
Agency sets type	29-Aug	Mon
Begin Premium separations	29-Aug	Mon
Mechanicals to K&D Legal	30-Aug	Tue
Third round of Glamour shot separations to Client.	31-Aug	Wed
Client comments on 1st round of Premium separations	31-Aug	Wed
Mechanicals to Client Legal	31-Aug	Wed
First round of Premium separations to Client	1-Sep	Thu
Client approval of mechanicals/ release mechanicals	2-Sep	Fri
Glamour shot separations to Client for approval of knockout type	6-Sep	Tue
Second round of Premium separations to Client	6-Sep	Tue
Client comments on 2nd round of Premium separations	6-Sep	Tue
Third round of Premium separations to Client	9-Sep	Fri
Client approves 3rd round of Premium separations	9-Sep	Fri
Release letter and envelope to printer	12-Sep	Mon
Receive final separations and forward to Client for approval	14-Sep	Wed
Leo Burnett executes preliminary counts	15-Sep	Thu
Release separations and mechanicals to Printer	15-Sep	Thu
Leo Burnett forwards count results to Agency & Client	16-Sep	Fri
Counts scheduled to be preformed by Leo Burnett Co.	26-Sep	Mon
Pulls scheduled to be preformed by Leo Burnett Co.	27-Sep	Tue
Tapes actually due to Lettershop	30-Sep	Fri
Postage due at Lettershop	21-Oct	Fri
Drop Mailing	3-Nov	Thu

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